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Methodologies: hard, soft or spongy?

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Panel 1

Methodologies: hard, soft or spongy?

Chair: Associate Professor Ross Smith

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Abstract: There are two dimensions to the creation of any information system – building the product right, and building the right product. There is no question that hard methodologies, such as Information Engineering and those promoted by the big 6 consulting firms (umm 5?, 4?), get the former right, but they give very little support to the latter. Soft methodologies were developed to deal with a large degree of uncertainty. In the increasingly changing business world, the nature of the situations we are being asked to address is so wide that the issue of determining what is a solution is at the forefront.

This focus group session will pitch the question *Methodologies: hard, soft or spongy?* to advocates of particular methodologies spanning the continuum from hard to soft.

Audience participation will be welcomed.

The session will be audio recorded for research purposes.